

Message Text

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PAGE 01 BUDAPE 01205 140820Z

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FM AMEMBASSY BUDAPEST

TO SECSTATE WASHDC 5785

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E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: SPRING 1977 BUDAPEST FAIR THEME

REF: STATE 081301

1. EMBASSY WELCOMES BEWT'S EARLY RECOMMENDATION OF AGRICULTURAL MACHINERY AS THEME FOR 1977 BUDAPEST SPRING FAIR. WE SUPPORT THEME CHOICE AS AGRICULTURAL EQUIPMENT CLEARLY THE MAJOR MANUFACTURED U.S. EXPORT TO HUNGARY. MUCH OF THE \$10 MILLION IN U.S. AG EQUIPMENT SOLD TO HUNGARY IN 1975 CONNECTED WITH RABA-STEIGER COOPERATION AGREEMENT, BUT INTERNATIONAL HARVESTER, JOHN DEERE, SPERRY NEW HOLLAND, AMONG OTHERS, ALSO ACTIVE IN HUNGARIAN MARKET.

2. ONLY SNAG IN BEWT'S PROPOSAL IS FACT THAT AGRICULTURAL MACHINERY MAY NOT REPEAT NOLFBE INCLUDED IN BUDAPEST INTERNATIONAL SPRING FAIR BUT MUST BE DISPLAYED AT "AGROMASEXPO" (AUGUST 24-31), A SPECIALIZED FAIR FOR AGRICULTURAL AND FOOD INDUSTRY MACHINERY.

3. "AGROMASEXPO", OF COURSE, IS ALSO RUN BY HUNGEXPO AND IS THE BEST OF ITS SEVERAL SPECIALIZED FAIRS. AS DEPARTMENT AND BEWT AWARE, USDA HAD SMALL OFFICIAL EXHIBIT AT EXPANDED 1975 "AGROMASEXPO" (WHICH EVERY FIFTH YEAR IS COMBINED WITH "OMEK" FEATURING FOOD AND LIVESTOCK) WITH DISPLAYS FROM AMERICAN SOYBEAN ASSN, HOLSTEIN-FRIESIAN ASSN, AND HEREFORD ASSN. SEVERAL OTHER U.S. FIRMS OR AFFILIATES INCLUDING CATERPILLAR,

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PAGE 02 BUDAPE 01205 140820Z

JOHN DEERE, DEC INTERNATIONAL, HESSTON EUROPE S.A.

EXHIBITED PROUDLY.

4. EMBASSY DOES NOT VIEW SPRING FAIR AS A SACRED COW. WE BELIEVE REGULAR OFFICIAL PARTICIPATION IN HUNGARIAN FAIRS IS IMPORTANT AND AFTER TWO SHOWINGS IN SPRING FAIR THE TIME MAY BE RIPE FOR PARTICIPATION IN A SPECIALIZED EXHIBITION. WE THEREFORE RECOMMEND THAT COMMERCE PARTICIPATE IN 1977 AGROMASEXPO WITH AGRICULTURAL MACHINERY THEME. THERE ALREADY APPEARS TO BE A NUCLEUS OF EXHIBITORS WHO MIGHT WELL BE INTERESTED IN PARTICIPATING UNDER USDOC UMBRELLA.

5. ACTION REQUESTED: DEPARTMENT/BEWT'S COMMENTS.
MCAULIFFE

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